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For immediate release

Media Release

Outdoor reaches out during National Missing Persons Week 2016



The Outdoor Media Association (OMA) has launched an Out-of-Home (OOH) advertising campaign for the 2016 National Missing Persons Week (NMPW) campaign, encouraging the public to contact Crime Stoppers if they have any information relating to missing persons cases.

The campaign was officially launched in Melbourne yesterday, 1 August, and will be posted on over 2,000 OOH signs Australia-wide, from 31 July – 6 August, with this year's focus to raise awareness of the impact of missing persons on the members in our communities.

“Research commissioned by the National Missing Persons Coordination Centre reveals that for every missing person reported, many people — family, friends, work colleagues — are affected, whether emotionally, physically, psychologically or financially,” said Charmaine Moldrich, CEO of the OMA.

“Outdoor advertising is perfectly positioned to broadcast these community awareness messages as it is located where people live, work and socialise. If people see something, they are more likely to say something,” Moldrich continued.

The partnerships between the OMA, the Australian Federal Police and the New South Wales Police continues to be a strong one. The 2015 campaign was a resounding success after key intelligence regarding one of the missing people featured in the campaign was received.

The 2016 NMPW outdoor campaign will focus on the following missing people:

- ACT – David Abuoi – last seen in Canberra, 10 July 2012.
- NSW – Ellen Wilson – last seen in Ballina, 11 September 2015.
- NT – Peter Koeber – last seen in Girraween, 1 December 2009.
- QLD – Barbara Troughton – last seen in Newtown, 27 January 2015.
- SA – Michael Modesti – last seen in Beverley, 9 May 2016.
- VIC – Sally Cheong – last seen in Oakleigh South, 2 April 2008.
- WA – Justyna Koziol – last seen in Denham, 24 March 2014.

In 2016 OMA members have generously donated over \$984,000 in advertising space and production costs across the ACT, NSW, NT, QLD, SA, TAS, VIC and WA. Participating OMA media operators include Adshel, APN Outdoor, Bishopp, Executive Channel Network, goa, JCDecaux, Metrospace, oOh!media, QMS Media, Tayco Outdoor, Tonic Health Media and TorchMedia. The campaign was printed by two OMA printer members: MMT Print and Omnigraphics.

For more information visit: www.missingpersons.gov.au



L to R: Andrew Colvin, AFP Commissioner; Charmaine Moldrich, CEO, Outdoor Media Association; Wendy Steendam, Victoria Police Deputy Commissioner; Helen Cheong, Sister of missing person Sally Cheong; Stuart Moffatt, Development Director, APN Outdoor; Sara Lappage, Chief Marketing Officer, QMS Media.

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FURTHER INFORMATION:

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About the OMA:

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

About National Missing Persons Week:

National Missing Persons Week is an annual event which takes place during the first week of August each year. It is coordinated by the National Missing Persons Coordination Centre (NMPCC) through the Australian Federal Police with the support of Australian State and Territory police. It aims to raise awareness of the significant issues associated with missing persons, and to reduce the incidence and impact of missing persons in Australia.

National Missing Persons Week was launched in 1997 and is seen as an effective way to raise the awareness of missing persons' issues in Australia through targeted awareness and prevention campaigns using national and state-based media. Although National Missing Persons Week officially commenced in 1997, 2007 was the first time a national media campaign was developed and implemented.